ORDER

Orders	Order / Rev:	104412		
	Alt Order #:	06832077		
	Product Desc:	HELLER FOR SENATE		
	Estimate:			KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 09/07/12	Sales Office:	ВЦРНІ
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller Dean for U.S. Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	82	\$44,625.00	\$37,931.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$44,625.00	\$37,931.25	0.00
Totals	82	\$44,625.00	\$37,931.25	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$44,625.00
Market	100%	\$153,879.31

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$40,008.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,698.28
KTUD	1%	\$1,538.79
KVVU	24%	\$36,931.03
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,077.59

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
-	E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w	/Wa@M	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555,00
					M-F 5-6a WakeUp w	//Wagners								
		NEWS										•		
		Star	rt Date	End Date	Weekdays Sr	ots/Week	<u>Rate</u>	Rating				1		
	W	eek: 09/0	03/12	09/09/12	WTF	3	\$185.00	0.00						

Print Date: 09/10/12 09:05:28 Page 2 of 5

Order / Rev: 104412 Advertiser: Heller, Dean for U.S. Senate

HELLER FOR SENATE

KSNV

Product Desc:

Flight Dates: 09/05/12 - 09/11/12 Estimate:

Alt Order#:

06832077

Ln Ch S	start End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09)/05/12 09/07/1	2 M-F 5-6a WakeUp v	•	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
NEWS.		M-F 5-6a WakeUp \	w/Wagners								
Start D			pots/Week	Rate	Rating						
Week: 09/03/		WTF	3	\$185.00 5-6a	0.00	130		¢405.000	O OO NIM	2	#270 OO
E 2 KSNV 09	110/12 09/10/1	2 M-F 5-6a WakeUp v M-F 5-6a WakeUp v	_	D-08	M	:30	2	\$185.002	0.00 NM	2	\$370.00
NEWS				.	5 ()						
<u>Start D</u> Week: 09/10/		<u>Weekdays</u> <u>S</u>	pots/Week 2	<u>Rate</u> \$185.00	Rating 0.00						
	0/10/12 09/10/1	2 M-F 6-7a WakeUp v		6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS		M-F 6-7a WakeUp \	w/Wagners								
Start D	ate End Date	Weekdays S	pots/Week	Rate	Rating						
Week; 09/10/		M	2	\$450.00	0.00						
E 4 KSNV 09	9/05/12 09/07/1	2 M-F 6-7a WakeUp v M-F 6-7a WakeUp v	•	6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS		ivi-i o-ra vvakeop i	w/wwagners								
Start C			pots/Week	Rate	Rating						
Week: 09/03/ E 5 KSNV 09		2 Today Show	CM	\$450.00 658a-9am	0.00 WTF	:30	3	\$550,002	0.00 NM	3	\$1,650.00
	700F1E 00F0111	Today Show	OW	0000-0011)	** 1 1	.50	3	φ050,002	0.00 14191	3	φ1,050.00
TODAY	hata Food Date	. Mantalau C		D-4-	Dette						
<u>Start D</u> Week: 09/03/		<u>Weekdays</u> <u>S</u> WTF	pots/Week 3	<u>Rate</u> \$550.00	Rating 0.00						
E 6 KSNV 09	9/10/12 09/10/1	2 Today Show	СМ	658a-9am	M	;30	2	\$550.002	0.00 NM	2	\$1,100.00
TODAY		Today Show									
Start D	Date End Date	<u>Weekdays</u> S	pots/Week	Rate	Rating						
Week: 09/10/		M	2	\$550.00	0.00		·				
E 8 KSNV 09	9/05/12 09/07/1	2 M-F Today Show II: M-F Today Show II	3rd HCM	9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.00
TODAY II		With roday chown									
<u>Start D</u> Week: 09/03/		<u>Weekdays</u> S	pots/Week 2	<u>Rate</u> \$200.00	Rating						
		2 M-F Today Show III		10am-11am	0.00 WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
		Today 4th Hour				.00		\$250.032	0.00 1111	Ĭ	ψοσσ.σσ
TODAY III Start D	Date End Date	• Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 09/03/			3	\$200.00	0.00						
E 10 KSNV 09	9/10/12 09/10/1	2 M-F Today Show III	4th 16M	10am-11am	M	:30	2	\$200.002	0.00 NM	2	\$400.00
TODAY III		Today 4th Hour									
Start D	· · · · · · · · · · · · · · · · · · ·		pots/Week	<u>Rate</u>	Rating						
Week: 09/10/ E 11 KSNV 09			CM 2	\$200.00	0.00	.20		4075 000	0.00 NM		# FF0.00
ETI KSNV O	9/10/12 09/10/1	Noon News	CIVI	12-1230pm	M	:30	2	\$275.002	0,00 NM	2	\$550.00
NEWS											
<u>Start [</u> Week: 09/10/	· · · · · · · · · · · · · · · · · · ·		Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E 12 KSNV 09			CM	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
NEWS		Noon News									
Start D	Date End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 09/03/	12 09/09/12	WTF	3	\$275,00	0.00						
E13 KSNV 09	9/05/12 09/07/1	2 Dr. Phil Dr Phil	СМ	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
PHIL		D) FINI									
Start I			Spots/Week	<u>Rate</u>	Rating						
Week: 09/03/ E 14 KSNV 09	··-	•	CM	\$300.00 3-4p	0.00 M	:30	2	\$300.002	0.00 NM	2	\$600.00
- 17 MOIN O			OIVI	۲, ک	1-1	.00	~	Ψ000.002	U.OU INIVI	-	φοσο.σο

Print Date: 09/10/12 09:05:28 Page 3 of 5

KSNV

Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Inventory Code Ln Ch Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Dr. Phil Dr Phil PHIL. Start Date **End Date** Weekdays Spots/Week Rating Rate 09/16/12 Week: 09/10/12 \$300.00 0.00E 15 KSNV 09/10/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm 30 \$350.002 0.00 NM 2 \$700.00 (4:00 PM-4:30 PM) 4PM NEWS (1 hour) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$350.00 0.00E16 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ~~WTF~~ :30 \$350.002 0.00 NM 3 \$1,050.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NFWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF--\$350.00 0.00E 17 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ___TE__ \$450.002 0.00 NM :30 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ~~TF~~ \$450.00 0.00 E 18 KSNV 09/10/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M----:30 2 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 2 \$450.00 0.00 E 19 KSNV 09/10/12 09/10/12 M-F Early News 5-630p СМ M----:30 \$725,002 0.00 NM \$1,450.00 2 M-F Early News **NEWS** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 M-----\$725.00 0.00 E 20 KSNV 09/05/12 09/07/12 M-F Early News СМ 5-630p ---TF--:30 6 \$725.002 0.00 NM 6 \$4,350.00 M-F Early News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating 09/09/12 ---TF---Week: 09/03/12 \$725.00 0.00E 21 KSNV 09/10/12 09/10/12 M-F Jeopardy CM 630-7pm M----:30 2 \$725.002 0.00 NM 2 \$1,450.00 M-F Jeopardy JEP Start Date End Date Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 \$725.00 0.00 E 22 KSNV 09/05/12 09/07/12 :30 M-F Jeopardy CM 630-7pm ---TF--\$725.002 0.00 NM \$1,450.00 M-F Jeopardy JEP Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00 7-730pm E 23 KSNV 09/05/12 09/07/12 M-F Wheel CM ---TF--:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00 E24 KSNV 09/10/12 09/10/12 M-F Wheel CM 7-730pm :30 \$725.002 0.00 NM M-----2 \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----\$725.00 0.00 E25 KSNV 09/10/12 09/10/12 Face to Face w/ RalstonCM \$400.002 730-758pm M----:30 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston **FACE** Spots/Week Rating Start Date End Date <u>Weekdays</u> <u>Rate</u> 0.00 Week: 09/10/12 09/16/12 \$400.00 E26 KSNV 09/05/12 09/07/12 CM 730-758pm ---TF--:30 \$400.002 0.00 NM \$800.00 2

Print Date: 09/10/12 09:05:28 Page 4 of 5

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832077

00032077

09/05/12 - 09/11/12

Product Desc: H

HELLER FOR SENATE

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•••			Face to Face w/ Face to Face w/ -						·			
FACE											1	
<u>Sta</u> Week: 09/	<u>irt Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E 27 KSNV	09/06/1		M-F News 3 at El		11 pm-1135pi		:30	1	\$750.002	0.00 NM	1	\$750.00
NEW\$			IVI-FINEWS 3 at E	leven								
<u>Sta</u> Week: 09/	<u>irt Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$750.00	Rating 0.00						
E 28 KSNV	09/10/1		M-F News 3 at El		11pm-1135pi	m M	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS			IVI-I NEWS Date	ic veii								
<u>Sta</u> Week: 09/	<u>rt Date</u> /10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 29 KSNV	09/08/1	2 09/09/12	Sa-Su News 3 at		11pm-1135p	mSS	:30	2	\$750.002	0.00 NM	2	\$1,500.00
NEWS			Sa-Su News 3 at	Eleven								
<u>Sta</u> Week: 09/	rt <u>Date</u> /03/12	End Date 09/09/12	Weekdays	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
E30 KSNV	09/08/1				6a-7a	S-	:30	1	\$200.002	0.00 NM	1	\$200.00
NEWS			News 3 Sunrise S	SATURDAY								
<u>Sta</u> Week: 09/	rt Date /03/12	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
		2 09/08/12	Sa-Su Early New		5pm-630pm	S-	:30	2	\$350.002	0.00 NM	2	\$700.00
NEWS			Sa-Su Early New	'S								
<u>Sta</u> Week: 09/	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E 32 KSNV	09/09/1	2 09/09/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
SUN TO	ODAY		Sullday Today									
<u>Sta</u> Week: 09/	art Date /03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$625.00	Rating 0.00				I		
			NFL Football	СМ	1P-9PM	S	:30	• 1	\$8,000,002	0.00 NM	1	\$8,000.00
SNFL			NFL Football									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	Sports Night in La		\$8,000.00 Sun 1135p-1	0.00 200aS	:30	1	\$200.002	0.00 NM	1	\$200.00
			Sports Night in L		· · · · · · · · · · · · · · · · ·			·	V			Ψ200.00
	rs NIGHT art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	S	1	\$200.00	0.00		<u>-</u>				
N35 KSNV	09/07/1	2 09/07/12	M-F News 3 at El M-F News 3 at E		11pm-1135p	mF	:30	1	\$750,002	0.00 NM	1	\$750.00
<u>Sta</u> Week: 09	art Date /03/12	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N36 KSNV	09/05/1		M-F News 3 at El M-F News 3 at E		11pm-1135p	mW	:30	1	\$750.002	0.00 NM	. 1	\$750.00
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/09/12	News 3 Live in Pi	rime CM	\$750.00 7-10pm	0.00	:30	1	\$900,002	0.00 NM	1	\$900.00
			News 3 in Prime		(8:30 PM-9:3	0 PM)		ı	#5#41 00 L	2100 (11)	'	Ψυυυ,ου
<u>Sta</u> Week; 09	art <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
N38 KSNV	09/05/1	12 09/07/12	The Agenda 1230 The Agenda 123		1230-1p	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
·	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09	/03/12	09/09/12	WTF	3	\$200.00	0.00					Į.	

Print Date: 09/10/12 09:05:28

Page 5 of 5

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Heller, Dean for U.S. Senate

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Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
N39 KSNV	09/10/1	2 09/10/12	The Agenda 123 The Agenda 123	•	1230-1p	M	:30	2	\$200.002	0.00 NM	2	\$400.00
<u>Sta</u> Week: 09	art Date /10/12	End Date 09/16/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$200,00	Rating 0.00						
N40 KSNV		2 09/08/12	Weekend Jeopa WKND Jeop/Wh	rdy/WheGM	630-730pm	S	:30	1	\$350.002	0.00 NM	1	\$350.00
Str Week: 09	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
N 41 KSNV	09/05/1	2 09/07/12	M-F Today Show	/II3rdHC/M	9-10a	WTF	:30	· 1	\$200,002	0.00 NM	1	\$200.00
TODA	/ II		M-F Today Shov	v II								
<u>St</u> Week: 09	art <u>Date</u> /03/12	End Date 09/09/12	Weekdays WTF	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
N 42 KSNV	09/10/1	2 09/10/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm e	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
<u>St</u> Week: 09	art Date /10/12	End Date 09/16/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
							-			Totals	82	\$44,625.00